

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II. NEW YORK, JANUARY 15, 1890. No. 14.

WAS Newspaper Advertising a success with you last year?
IF NOT—WHY NOT? It pays others. It should pay YOU.

Leaving out of the calculation, unseasonable weather, disaster and other matters beyond human control, it is safe to say that anything which has real merit; for which there is a need, or want; or for which a want can be created; and which sells at a reasonable price can be profitably advertised in the newspapers.

Profitable Advertising at least expense requires the ABILITY to properly prepare the advertisement, and the KNOWLEDGE to wisely select the newspapers.

Neither the ability or the knowledge comes by chance, nor can either be gained in a day; both are the result of long, honest study and wide experience, and their possession by a newspaper advertising agency, having also abundant capital, puts that agency in a position to render most PROFITABLE service to its clients.

Having over 20 years active experience, and having handled millions of dollars of advertising, we should have the necessary ability and knowledge. Bradstreet's and Dun's Commercial Agencies give information regarding financial standing. We believe HONEST, THOUGHTFUL, CAREFUL service pays the ADVERTISER. We give that sort of service.

We are glad to confer with intending advertisers.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

THE CIRCULATION OF THE LADIES' HOME JOURNAL

Averaged **542,500** copies *each issue*
during the year 1889.

Paid cash in advance annual subscription	422,318
Paid cash in advance 3 months trial sub- scription about	50,000
Paid for, by news companies about	28,000
Total circulation paid for by subscribers and buyers	<hr/> 500,318

By the liberal use of the means an abundant prosperity affords, the LADIES' HOME JOURNAL for 1890 will be made the finest illustrated periodical ever issued in the United States.

The publisher is a thorough believer in the liberal use of printer's ink and will expend a larger sum than ever before to inform the public of the excellence of his wares. Our advertising space for the year is already largely sold, and an increase from \$2.00 to 2.50 and \$3.00 per line, according to location, is contemplated.

CURTIS PUBLISHING CO.,
PHILADELPHIA, PA.

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NEWSPAPER WISDOM BOILED DOWN.

The National Editorial Association is composed of newspaper men from every section of the Union.

The object of the organization has been stated to be the forming of a closer bond of union between the Editors of the North American Continent.

They meet once a year and discuss topics of interest: what should be done and what should not be done.

"Our purpose is," said one speaker, "to promote the interest of the Press by securing unity of thought in all matters relating to journalism."

At their late meeting in the city of Detroit it was asserted that the "most pressing need in the publishing field, at present, is a uniform standard of prices for advertising space for papers of three thousand circulation or less."

The following are extracts from the official proceedings. They are copied from the *National Journalist*, a paper presided over by Mr. Herbert, who is said to be a most energetic, though self-constituted, missionary of the Association:

LACKING IN COURAGE.

"I never knew a newspaper man who had courage to state his circulation—some of them say they have ten thousand when they do not print sixteen hundred."

JOSEPH B. McCABE, of Massachusetts.

A TEXAN CONUNDRUM.

"After being in Texas last Fall and listening to the encomiums of that wonderful State from the editors and others, I would like to ask the gentleman from Texas, as he says when he dies he expects to go to heaven, if he would consider the change of location very desirable?"—A. H. Lowrie, of Illinois.

PRICES SHOULD BE REASONABLE.

That which measurably relieves one publisher from the necessity of meeting the cut prices of another is the significant fact that no two sell essentially the same thing. No two papers have the same clientage. The door of audience in each case is kept by the publisher alone, and he may dictate the terms of admission. His sword of defense, however, is two-edged, enforcing an equity against him. If the price is both undeviating and unreasonable, the advertiser will not enter in. Not

that he can buy the same article elsewhere, but because unable profitably to use it. The publisher will only be able to stand up against the ingenious and combined assault upon his schedule of rates when he has first a self-respecting sense of their fairness, and second, when his vision is clear enough to see that the lowering of his price to secure a jewing customer is not what it seems, so much clear gain to his bank account to-day, but is only discounting his revenues for to-morrow, and that at a ruinous rate.—Major Richards, of Indianapolis News.

ONE PRICE.

Instead of leading other branches of trade as by mental acumen and high profession the newspaper should, it lags behind them all in the practice of the one price rule. No other large traffic is attempted on other foundations. There is a sort of guarantee in the fact of one price that it is a reasonable price. Moreover, there is rank injustice to your generous regular patron in granting a lower figure, to reward niggardly pressure from a transient. The merchant allowing this is guilty of bad faith which deserves to and does lose him future patronage. How are these principles different as applied to the merchandise of advertising space, save that their importance is multiplied by a powerful factor? The intangible value of an advertisement needs this firmness of price as evidence that the publisher himself regards it as valuable.—Major Richards, of Indianapolis News.

A TEXAS EDITOR'S CONFESSION.

"I regret that Mr. Cox indulged in my personality. I did not mean to be abusive to him, and wish to say in 1883 a lot of editors did go to Mexico, but the idea of Texas being all sober is so utterly absurd that I have no doubt you will believe it. Even if I did drink a little on that trip, which I confess, I was at that time a Democrat and it was all right.—Dr. J. B. Cranfill, of Texas.

SELLS ADVERTISING SPACE FOR GOODS.

I was born in Texas; I could have been born up here, but preferred to be born there. I began journalism there on nothing and have managed to hold my own with the rest of them. I did state a common practice among the country papers that they trade their space for goods, and if they did not do it they would starve to death. I used to trade my space for potatoes, beans and rawhides, and a revolver occasionally, and anything that would come along.—Dr. J. B. Cranfill, of Texas.

POINTS WHICH OUGHT TO BE SETTLED.

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vertising or assist us in getting more of it? If this is settled in the negative there is nothing more to be said. If it is settled in the affirmative, that he does render service, then the second question would be how much is he entitled to for such services?—*James R. Bettis, of Arkansas.*

PRICE MORE IMPORTANT THAN PERCENTAGE.

The New York Association does not harp so much on the percentage that is allowed the advertising agent as upon the price that the advertising agents put upon the publishers. The point with publishers is to get their rates of advertising in the papers and stand up to them, and then whatever percentage they see fit to pay for agents to solicit business for them is another arrangement, no matter whether it be 10 or 25.—*Edgar Parker, of New York.*

WHAT BUSINESS MEN EXPECT.

The business men of this country in making their contracts with advertising agents, desire, intend and expect that these advertisements shall appear in a class of reputable papers that have an established reputation throughout the neighborhood in which they circulate, and any time they find out their advertisements have not been published in the places they designate they will let you hear from them.—*Geo. G. Washburn, of Ohio.*

RATES ARE NOT TO BE STUCK TO BUT ARE USEFUL TO LOOK AT.

The essay just read speaks of the compilation and publishing of their Association rates. It seems to me that is a most excellent thing. We started that in Arkansas a year ago. It is not with any view of compelling the Association to stick to them, but they are published as a matter of information for a large number who do not know the proper price. The same thing applies with our Association in the matter of advertising rates. We are not seeking to combine and force everybody to stick to certain rates. That would be impossible. But we are trying to inform everybody what the rates are. We have established rates beginning at 500 circulation up to 1,800, and there is no necessity for any editor in the State of Arkansas to say that he does not know what proper rates are. We have found that when people are certain what the proper rates are they are a great deal more able to stand by them. It is my idea that these enormous cuts in advertising are made simply because the publishers have no confidence in their rates and are afraid to stick by them.—*J. R. Bettis.*

DON'T KNOW WHAT TO CHARGE.

I think that one great source of loss, on the part of many publishers, is that they do not know themselves what to charge. They have no basis to proceed on. All of us are perhaps at a loss in that respect, and we go into another town and find one man with one rate and another with another, and we have nothing from which to proceed.—*E. W. Stevens, of Missouri.*

HOW BREER BREARLEY RAN THE MICHIGAN LEGISLATURE.

In order that you may have a little of the experience that Michigan has gone through with, I will take the liberty of representing our State, although not by the caucus arrangement. I am somewhat familiar with what was done, so that if any of you propose to organize work in your States, in hopes of bringing about a better libel law, you may have our experience. It is somewhat an unhappy one.

I have brought over here, and there have been distributed, quite a number of our three o'clock edition, and in it I have printed the libel law we ask for and the libel law which was granted by the Legislature, in order that time may be saved, and you can have it for reference and compare one with the other. Many discussions were had on the subject, and the result was the adoption of resolutions covering about six or seven different points, that it was essential to be embodied in the law, that we should ask of our Michigan Legislature. It was referred to a committee, and four members were connected with the papers. Other gentlemen in the State encouraged it, and we four contributed towards the preliminary expense, and had a good many meetings where it was carefully discussed, and we printed it and sent it to every paper in Michigan, inviting their comment upon it. We invited them to criticize it because the law of 1885, which gave us certain privileges we felt were due to the press, was declared unconstitutional, and we were satisfied it was unwise to ask that which the Supreme Court would knock out. After we got all these criticisms, we had further meetings, and in a modified form we again sent it to all the papers in the State. It became the subject of much more discussion, and another committee was appointed, which we called our Libel Law Committee, and when they agreed upon their report I, as the President of the Press Association, called a special meeting of the Michigan Press Association. We took up this subject. It was a local meeting and members of the Legislature were invited, and we discussed it at great length. We eliminated from it those more extravagant, although many thought they were desirable features, such as requiring security for costs, etc.

This bill was finally passed by a special meeting of the Press Association, and it was directed to be placed in the hands of two or three men, who should take it to the Legislature and endeavor to secure its passage. We found one man in the Senate and one in the House that said they were friendly to it. They said they would do what they could to secure its passage. It was presented by them and referred to the Judicial Committee. They invited our committee to make an argument before them and we did so, and they almost to a unit were opposed to it. It was composed of lawyers almost exclusively. They did not believe in it. It was very difficult to get this bill out of the joint committee, but when it finally came before the Legislature it came with an unfavorable report. We begged of them to send it in without any report, so it might not be prejudiced by an unfavorable report, and that they denelt us. We concluded to bring it before the House of Representatives, and we found two men there who would speak in favor of it. Some of the others said the press was in the habit of blackening persons' reputation and damaging their characters, and if there was to be any modification whatever it should be to curtail the privileges. You will find that every lawyer will be opposed to anything which will modify his litigation, I think. I may be taken up for libeling them by saying that, but this has been the experience of the Michigan Press Association. We went before a body of politicians, and we very soon saw we had not the ghost of a chance for passing that bill. There is a gentleman in the Michigan Legislature, who is a friend of the press, who was one of the few men who stood up for the bill. His name is Mr. Peabody. (Applause.) We did not find, with the exception of Mr. Peabody and one other man there

anyone who was willing to acknowledge the position for the press in the civilization of this time, and the work it was doing, and that it was doing a public service. But the substance of the great bulk of the remarks was that the press was a public nuisance. I am dealing very hurriedly with this subject. When this bill came up for debate I had a stenographer there, and he sat down at his desk very quietly. I do not know that very many knew him, but when the bill finally came to be called, and it was being discussed, pretty soon a member in the back part of the hall got up. (I shall never forget it.) He said: "Who is that man over there? He looks like a stenographer. I would like to know what he is here for. Is he the stenographer of the Press Association or the Judiciary?" And every man got up and craned his head to see who it was, and then finally said, "We have to be careful what we say, for he is taking down everything;" and so he did and we have the record of all that was said there as we want it. No man should go to the Legislature but who is willing to be put on record and have his speeches recorded. Knowing that a stenographer was there and every man going on record, a good many voted in favor of the bill hoping that the men way down towards the "Z's" would cut it off. I went home in great glee, thinking that that bill would go to the Senate and be passed, but that night as soon as we were away, they moved to reconsider it and referred it back to the Judiciary Committee. In the Senate we endeavored in a variety of ways to find some men who would make an appeal in defense of the liberties of the press outside of political lines, and we sent our man Peabody, and a great bulk of them were utterly opposed to the idea and they presented all sorts of amendments, but the amendments were utterly emasculated. We did everything we could to bring it about, and we consented to drop one or two clauses. Some said they were only opposed to this clause, and others said they were opposed to another clause, and we would have had to take it all out to satisfy them. About the last day of the session, after we had given it up in entire disgust, some one came to the rescue and brought around an amended bill, and it was cut and slashed, and finally passed in the form you find here, but it is of little interest to the Press Association. I would suggest that the delegates call to the attention of the Press Association the necessity of sending men to the Legislature and Senate for the purpose of seeing that you are represented correctly in the legislation. Otherwise you will get left.

NOT A SQUARE DEAL.

I find the trouble is not on the advertising agents altogether. We do not adhere to our prices. I had an advertisement in my paper at one time and was getting \$12 an inch per year, when I met a gentleman who was my ideal of a weekly newspaper editor. He told me I should have gotten a great deal more for it. I then went to the party from whom I had received the advertisement and told him I wanted \$20 per year an inch for this matter; that I was a member of an association, and they claimed I was cutting under rates. He said, "Don't I pay you?" I said, "You pay me and you send in good business, but you will have to pay me \$20 a year an inch hereafter." I told him so-and-so said he is going to get so much an inch per year or else he would decline all advertisements. I stepped into his office and he showed me a contract this very gentleman had signed for 33 1/2 cents gross. Now I ask you in all candor, was that

a square deal? If we do not stand by ourselves the advertising agent is going to take us every time. (Applause.) We may get up here, read essays and adopt resolutions, and we may perhaps condemn the advertising agent when we are ourselves to blame for it.—*Joseph B. McCabe, of Massachusetts.*

HARD TO FIX A SATISFACTORY SCALE.

It is very hard to fix a satisfactory advertising scale. It is entirely arbitrary. There is no fixed rate and this Association could go to work and establish a rate if they could agree upon what they thought was a proper rate, not to hold anybody to it, but as a guide. If a man says he has a circulation of 10,000 and has only 1,000 he ought to be paid for his lying. Everybody, of course, should stick to the rates. I am trying to educate the advertising agencies of the United States to the fact that we make only one charge for advertisements. For instance take the *Arkansas Traveler*, that was published in Little Rock, and might only have a circulation of 1,000 in the county, but had 30,000 in the United States. That ought to charge a foreign advertiser more than a home advertiser.—*Thomas Reiss, of Illinois.*

THE IRON-CLAD CONTRACT BEHIND HIM.

I recollect a few days after I went out of the newspaper business a proposition came from an advertising agent to insert a certain advertisement for 75 cents for a certain period, I have forgotten how long. The gentleman who bought my paper at sheriff's sale, and asked me to help him for a few days (laughter) asked me about that advertisement. He said, "I guess we better put it in for the six bits." I afterwards secured employment in the agricultural firm that the advertising was done for, and when they went to settle up with the advertising agents they thought as I had some experience in the business they would send me down to St. Louis to settle it. I discovered that the firm had an iron-clad contract with the advertising agents, by which they were to insert that advertisement in my paper among others, and they were to pay for that \$4.50. We paid the advertising firm \$4.50 for publishing the advertising and they paid my successor the 75 cents. I got into another newspaper afterwards, by an accident, and I concluded that whenever an advertising agent sent me a proposition I would always put up the rates, because I felt certain there was an iron-clad contract behind the agent.—*E. A. Snively, of Illinois.*

THE AGENTS' FRIEND.

I have no quarrel with the agents. I think they are pretty good friends of the newspapers. The great misfortune is we are not our own friends. I think the great difficulty with newspaper men is that we read the contract after we make it. We sign it, and then when we get into a wrangle with the house we read the nonpareil type that we did not read before we signed it. If we will take these contracts and read them carefully, so that we know just what we are signing and know what we are to do, we will not have any trouble with them unless we get among the scallawags who do not pay their bills. I am of the opinion that the agents are useful men, and that the publishers know what their newspapers are worth and make their contracts accordingly. I am in favor of the agents.—*Owen Scott, of Illinois.*

WHEN FOUND MAKE A NOTE OF.

I know the time was when I did not understand the rates, and ever since I found out

what they were I have stuck to them.—*Owen Scott, of Illinois.*

SHARP NEWSPAPER MEN IN ILLINOIS.

We have desirable men who want to go to the Legislature a great deal more than we want them to, and we have insisted upon some reciprocity from these gentlemen. The result was, within the last four or five years, laws have been enacted in the State of Illinois that have put \$100,000 more money in the aggregate into the pockets of the publishers than we received before that. We have been making better progress in that line, I think, than any other State.—*E. A. Snively, of Illinois.*

TOOK THE PRIZE FOR BEING THE BOSS LIAR.

I do not care what my neighbor charges for an advertisement. I would just as soon see him charge the merchant \$15 that I charged \$25, because when the merchant says: "How is that?" I would say we give you more for the money; if you want to get the other paper it will not do you as much good. Of course I do not want to lie about that. (Laughter). If I was not afraid it would get out at home I would tell the story of a fellow on my paper who took the prize for being a boss liar. The point I am trying to make is that newspaper men do know what their own newspaper is worth and get their charges accordingly, and it does not make any difference what their neighbor does. I do not believe in talking about the other fellow and advertising him. It is the best advertisement you can give him. All we need to do is to sit down in our office, keep our books, make our contracts and attend to our business like the advertising manager attends to his, and it will be all right, but when we expect him to attend to our business he will get the best of us.—*Owen Scott, of Illinois.*

DON'T DO BUSINESS ON BUSINESS PRINCIPLES.

I do not know how it is in the older States, but the newspaper people where I live do not do business on business principles. The weekly newspaper editor has a way of contracting with the butcher for beef and with the dry goods merchant for dry goods, and so forth, and paying them by advertisements. I do not believe that we can establish a rate that will be identical everywhere. We have a class of editors who will not adhere to it.—*Dr. J. B. Cranfill, of Texas.*

TOO MUCH DICTATION, AND THE REASON FOR IT.

Everybody dictates, even the advance agent, who wants columns of good puffs for a pass to a poor show; the railroad companies who pay for their advertisements in a kind of non-transferable, short-lived mileage, so loaded down with conditions and limitations that it would be cruelty to ask it to carry us, or anything else; the advertising agent and even the country lawyer, who once in a while has a mortgage to foreclose, and who demands a "knock-down" or half the printer's fees in consideration of his patronage. (How would it strike him if we should demand a like share of his attorney fees stipulated in the mortgage?) These and the great army of politicians, doctors of physic and theology, lecturers, specialties and public benefactors (self-styled) or such of them as are more desirous of reaching the public through our "truly valuable journal" than they are of paying for the benefits they receive, all these dictate to us in a measure, while we as a rule submit. And who can blame them for doing so? They have long ago discovered that we are in no shape to defend ourselves, that we are at war with one another and busily en-

gaged in the very necessary work of killing each other off; that whatever may be our professions and theories as to journalistic ethics and courtesies, we do not indulge them to any great extent in our practice, especially with our brethren who are located close by us.—*H. E. Hoard, The Leader, Montevideo, Minn.*

THE FRAUDULENT ADVERTISEMENT.

It will be well to define the fraudulent advertisement—to draw the lines of demarcation between the legitimate advertisement and the fraudulent attempt to deceive the people and swindle them out of their hard-earned dollars. In passing, it may be well to remark that every advertisement that does not adhere absolutely and strictly to the truth is not fraudulent. When grocer Smith says that he has the best sugar ever brought to Smithville, or that he sells coffee at a price never before heard of, he tells what is not exactly the truth, yet I do not think a publisher would be justified in refusing to allow him to have his little business fiction appear in his regular advertisement. Those little stretches of veracity are understood by the people and deceive no one. A high standard of newspaper ethics, though, would require that the publisher should do all in his power to discountenance these wanderings from the plain and narrow way of absolute truth. The ideal newspaper, toward whose realization we should all strive with all our might and main, should contain nothing that could not be measured by the square of absolute truth. When we reach that much-to-be-desired point, we will compel grocer Smith to say that he will sell as cheaply as any other grocer in his village, and that he keeps a stock in quality second to none in that town, instead of he sells the cheapest and best groceries ever brought to that market.

But to come back to a definition of the fraudulent advertisement. I would class the fraudulent advertisement under seven heads:

First. All advertisements of lotteries or other games of chance.

Second. All advertisements of bogus medicines, with long lists of fraudulent references.

Third. All advertisements for agents at attractive salaries, to which a reply always says: "Send so much and we will send you prospectus that will explain," etc.

Fourth. All advertisements of well-known machines at ridiculously low prices.

Fifth. All that offer for sale green goods or articles smuggled into this country without the payment of the customs duty.

Sixth. All that indorse financial standing and business integrity of individuals or corporations known to the publisher as of doubtful or untrustworthy character.

Seventh. Finally, all that promise anything at less than its recognized and established value.—*J. L. Webb, Charleston, S. C.*

FALSE STATEMENTS OF CIRCULATION.

Another important respect in which the publisher is laggard, instead of leader of other trades, to the serious loss both of character and revenue, consists in the wide practice of either concealing or else mistating circulation. What other business could for an hour survive the refusal to give, or the deliberate offering for sale. Brethren, in the whole range of the world's wide commerce, advertising space is the only commodity which refuses the purchaser test proof of the measure given. The incontrovertible right of the advertiser to know the exact measure of his purchase, in circulation, is no less than the publisher's right to know the weight of print paper he gets from the mill. It is a pitiful misconception

tion of the true situation for a feeble publisher to say that he is not strong enough for such high ground.—*Major Richards, of Indianapolis News.*

COMPARATIVE VALUES OF NEWSPAPER CIRCULATION.

Let the reform not only adopt for each paper an undeviating rate, but let it be upon a uniform standard, not by the square, which varies with different papers, nor by the inch, which is too cumbersome, but at so much per agate or nonpareil line for each thousand of circulation. Please exempt me here from advocating a uniform rate per line for all papers, which would be preposterous, owing to the many elements entering into the value of circulation, such as the age and character of the paper; its class of readers, its typographical appearance, moral tone and influence, etc. It may easily be granted that some papers are worth three or four times as much per thousand of circulation as others. A thousand circulation, for example, of the sterling county paper whose period of life in the family is seven days for each copy, is of vastly greater value to the advertiser than an equal number of copies of the daily with its fleeting life of a few hours only. Again, among dailies, the sagacious advertiser will liberally discount the cheap class of papers who strain after high tide figures in circulation by hot-bed methods, issuing hourly editions and multiplying copies in the hands of the same readers. But this difference in circulation values furnishes no better reason for refusing to charge by uniform standard than would exist for refusing to sell wheat by the bushel because it were of a higher grade than some other wheat.—*Major Richards, of Indianapolis News.*

WHAT IS SOUGHT.

We seek, in this National Association, no other end than to carry forward, on a broader scale and with wider application, the work begun in the State organizations. We aim to concentrate and unite, for the advancement of our profession, the wisdom and strength of all organized bodies of newspaper publishers.—*J. R. Bettis, at Detroit.*

IT IS A LIE.

"For any publisher to say to an advertiser or neighboring merchant doing business in your town that you have double the circulation that you really have, when you know it is a lie, it is a fraud upon your neighbor that any publisher should be ashamed of."—*A. H. Lowrie, of Illinois.*

CHARACTER OF AS MUCH VALUE AS CIRCULATION.

"Circulation has nothing to do with the value of your paper as an advertising medium. It depends upon the character of your paper, and it depends on the place that it occupies in your community. Make your journal high-toned, make it a necessity for the public and the advertiser, and your home patrons will seek its volumes at their true value."—*A. H. Lowrie, of Illinois.*

"I RARELY see a paper in which I cannot find something that I had never come across before. It may be news, it may be running comment or editorial discussion on political, religious, commercial or literary topics. It may be a glance at the advertisements and business notices. It may be the feature of scissors and pastepot, without which no paper is handsomely or completely equipped."—*Clark W. Bryan, in the Writer.*

FROM a number of sources of late, has come the proposal to make more general, the publication of the amount of postage paid by periodicals, as an evidence of circulation. This is all right as far as it goes, but it is well known that most periodicals circulate a large part of their editions without the intervention of the post-office, and the question of the correctness of claims under this head will remain unanswered. The end is good, but the means are inadequate.—*American Advertiser Reporter.*

SECOND-CLASS MAIL MATTER.

Newspapers, magazines and all periodical publications that have been admitted as second-class matter, remain second class as long as they are sent out by the publishers thereof, but when mailed by outside parties their grade is instantly changed to that of the third class. Now, although third-class matter is mailable at the rate of one cent for each two ounces or fraction thereof, Congress has seen fit to make an exception of newspapers, magazines, etc., and made provision that they could be mailed at the rate of one cent for each four ounces or fraction thereof. Their grade is not changed, but the rate of postage is. It was done not only as a favor to publishers, but also to the public, for, as it is now, the bulk of all newspapers may be sent in the mails at one cent each, for very few of them weigh more than four ounces.—*U. S. Mail.*

THE NEWSPAPER OF THE FUTURE.

The probabilities are, that putting out of the question the mechanical inventions which may change the entire aspect of the profession, the newspaper of the future will be just what the people of the future make it. The editor of the future will have no more to do with the general tone of the papers than has the editor of to-day. He will make the paper which the people of the future demand. If the people of the future are highly cultivated, conservative, clean-minded and pure-hearted, the journalism of the future will be clean, pure and dignified; if they are frivolous, sensation-loving, delighting in prurient tales and brutal exhibitions, the newspaper of the future will furnish its readers with just that sort of pabulum.—*Journalist.*

PAID CIRCULATION AND SPECIMENS.

Some advertisers have an idea that only copies going to paid-up subscribers are useful to them. This is not quite so. For example, suppose a journal has 55,000 actual subscribers to whom the paper goes regularly. Suppose it prints 5,000 extra copies a week, which are sent as specimens to good parties whose addresses are supplied by its agents and readers, and mails 5,000 one week to one set of persons; the next week to another set of 5,000, and so on. In this way 260,000 extra persons are reached during the year, while if the extra 5,000 were sent every week to 5,000 paying subscribers only that number could be reached. In the former case 265,000 persons are reached. In the latter case only 30,000 all told. A person receiving a copy of a journal, which he has not seen before, with a request to examine it, will usually look all through it, advertisements and all. Such a course is as useful to the yearly advertiser as if his card were sent to the whole 265,000 person, or even more so, for his single loose card receives far less attention than would be found in the columns of a reputable journal.—*The Orange Judd Farmer.*

"COMIC" ADVERTISEMENTS.

Of the many forms of illustrated advertisements the alleged "comic" would appear likely to prove the least effective; for an advertisement should make a serious as well as a pleasing impression upon the reader.

For some reason, however, the proprietors of several patent medicines have lately made frequent use of comic cuts, the advertisements of Perry Davis Pain Killer and of a well-known make of Jamaica Ginger being prominent examples. One would suppose that a sick man would seldom be in a humor to enjoy a joke at his own expense, and an advertisement, such as the following, that seems to make light of the affliction for which it offers a remedy, would not appeal to a sufferer with results likely to prove of greatest advantage to the advertiser:



Here is the Man. Here is the Photo of the 29th Doctor he Consulted.



Here's the Druggist Here's the Undertaker who made up his taker who was different prescrip- ready to bury him, tions for him.



And here's the thing that Cured him and will Cure you.

It has generally been accepted as an axiom that the advertiser should always strive to sustain the dignity of his wares, on the ground that if the reader is addressed jokingly, or in a flippant manner, the chances are that he will

not take the advertisement seriously, and, hence, will not give the attention to it which he would if the statements were set forth in a dignified and logical manner.

Can it be possible that the fashion of advertising is changing? May we expect soon to see undertakers adopting for their trade-mark such devices as the skull and crossbones, or possibly a skeleton wearing an amused grin?

A QUESTION OF MERIT.**Boot and Shoe Talk.**

The above cut represents a man who has done his trading in Boots and Shoes at AINSWORTH'S, and always found Square Dealing, and is shouting in a voice loud enough to be heard all over Westfield and vicinity, inviting others to follow his example. We also invite every person in want of WINTER FOOTWEAR, to give us a call.

Woonsocket Rubber Boots, first quality, \$2.50. Pure Gum-Rubber Boots, \$2.75 and \$2.90.

We also have a new Knit Wool Boot, including Rubbers, at \$2.75; worth \$3.

Old Ladies' Beaver Shoes and Slippers, the most complete line in this vicinity.

AINSWORTH'S
Reliable BOOT and SHOE HOUSE,

Child's Old Stand,
108 ELM STREET, WESTFIELD.

The above is cut from a Massachusetts local newspaper. It represents a style of advertisement popular in rural communities. Is it a good advertisement? If so, what are the qualities which make it effective?

THE HARTFORD TIMES AND THE AMERICAN NEWS- PAPER DIRECTORY.

George P. Rowell & Co., of the extensive advertising bureau of New York, are publishers of the annual American Newspaper Directory, a valuable book for business men and newspapers. They also publish a weekly paper called the *Printers' Ink*. In their directory they publish the names of daily and weekly newspapers of the United States, their location and their circulation. They offer \$100 reward for proof that their statement of circulation in regard to newspapers marked by them with *** is incorrect. Rowell & Co. take pains to get accurate information, though in some cases they are imposed upon, and they intend to spot and expose those who deceive them as to newspaper circulation.

The *Hartford Times*, on the first of this month, sent to Messrs. Rowell & Co. a statement of the circulation of the daily *Times* each day in the year 1889, which we can verify by the publishers, the foreman of our pressroom and the mailing clerk. The *Times* then offered \$1,000 (instead of \$100) to any one who will show these statements to be incorrect. As our pressroom is open every day to the inspection of business men and newspaper publishers, the evidence as to the circulation of the *Times* can easily be obtained. The offer of \$100 in the directory of the Messrs. Rowell is made by them, but this offer of \$1,000 relative to our circulation is by the publishers of the *Times*.

G. P. Rowell & Co. inform us that our statement is satisfactory. We question whether there are five papers in the country that have made such an accurate and detailed report, embracing every publication day of the year; and the average daily circulation of the daily *Times*, reported as above, was 10,383. This we believe to have been more than double the circulation of any daily paper in Hartford for the year 1889, and quite equal to the combined circulation of all three of the daily papers of this city.—*Editorial from the Hartford (Conn.) Times, Jan. 4, 1890.*

The editor of the American Newspaper Directory attempts to give information concerning the comparative circulation of all American newspapers. Every publisher is applied to for a statement and is informed that the editor of the Directory would be very glad to be told the exact number of the papers printed of each issue for a period of three months or for a full year. Whenever a publisher complies with either request the editor of the Directory rates the paper in accordance with the publisher's statement, affixes three asterisks *** to the rating and offers a reward of \$100 for such evidence as would be conclusive in a court of law that the rating was secured by an untruthful report. If the publisher makes a statement of his issues for a full year, the Directory prints the actual figures as given and guarantees their correctness by the same reward. It is found that the number of pub-

lishers who avail themselves of the opportunity to let it be known exactly how many copies are printed of every issue, increases each year. For the Directory for 1889, four hundred and twenty-four publishers furnished reports with all the attention to detail which characterizes that of the *Hartford Times*, and it is interesting to learn that the accuracy of no one of these reports for a full year, has ever been questioned. The publishers of the Directory assert that they should have no hesitation about guaranteeing the correctness of any statement made to them under the signature of Burr Brothers, of the *Hartford Times*. They would not hesitate to risk a thousand dollars or even a much larger sum on the absolute accuracy of such statement.—[*Ed. PRINTER'S INK.*]

AN AGNOSTIC.

A portrait of Dr. Talmage, Brooklyn's eminent preacher, appears in an advertisement of a prominent piano manufacturer now running in the newspapers, and in the advertisement the Doctor makes the statement, that if he



DR. TALMAGE writes: "All my family, except myself, play on Broadway Piano-Fortes, and if I find one of the instruments in heaven (and why not? they have trumpets there) I shall have to learn to play on one of them myself. Broadway is there, and you are going, and I don't know what either of you would do without a piano to amuse yourselves with."

"I should like to have my wife in the same or religious of persons who do not like the piano. Hamburg, it is the pet of our household. It occupies but a small space in our home, but it is the whole house with music. It is a source of joy and of the greatest virtue, but you, shock my parlor. It is, finally, the piano is a Methodist, but he Broadway. Pianos are all orthodox. You ought to have mine taken and sing."

DR. DR. WITT TALMAGE,
Brooklyn Tabernacle.

finds one of the instruments in heaven he will learn to play on it.

Apparently the Doctor don't mean to waste time taking music lessons until he knows more about heaven than he does at present.

THE COMPOSING STICK.

Like the printing press, the composing stick was of rude origin, and it was many years after the first use of movable type that it began to assume its present compact and satisfactory form, neatly fashioned of iron with its steel composing rule and adjustable screw and knee, so that a single tool can be adapted to any length of line.

It is not at all certain that the first makers of printed books had any composing sticks. In fact, the bad spacing and ragged endings would lead one to conclude that some of the old printers lifted the type out of the case and set it directly in rude wooden chases, in which it was wedged into position by wooden wedges, and consequently pushed out of alignment.

Even as late as 1550, a full century after the first work of the Mainz printers, the rude wooden composing stick was still in use, and that, too, in no less famous establishment than the Plantin Printing House. Although Christopher Plantin was called the "King of Printers," a title which his Royal Polyglot Bible gained for him, and although he spent vast sums of money in improving his type faces, yet it never seemed to have occurred to him to substitute a metal stick for the wooden one.

Not until December, 1796, did the first metal (iron) composing stick make its appearance, it being the invention of a French compositor, Hubert Rey, a resident of the city of Lyons.

It was a vast improvement on the old stick, which consisted of a strip of wood with side and end of the same material, the whole being merely nailed together. As may be imagined, it only held a few lines, and each measure called for a new stick.

Rey's stick served to increase greatly not only the amount of work done by each compositor, but also to improve its quality. Not being a mechanic himself, Rey explained his invention to a locksmith in his native city, and the long-needed tool made its appearance on December 5, 1796.—*Printing Times.*

INTRODUCE what you have to sell; point out its good qualities; show that it is useful or desirable for your readers to have at any cost; if there are special inducements in price, state them in detail. Do not deal in glittering generalities. Particularize.—*Polytechnic in the Office.*

NOT A SPECIAL AGENT.

SAN FRANCISCO EVENING BULLETIN,
AND WEEKLY BULLETIN,
SAN FRANCISCO MORNING CALL, SUNDAY
CALL, WEEKLY CALL, EASTERN OFFICE,
90 POTTER BUILDING.
NEW YORK, Jan. 6, 1890.

Messrs. Geo. P. Rowell & Co.:

In the issue of PRINTERS' INK of January 1 you publish a list of the special agents and include my name as representing the above newspapers in that capacity; as that is erroneous I would ask you to kindly correct it by saying that this office is not a special agency, but is the *Eastern business office* of the papers named—a branch of the home office, in all that that implies.

Very truly, yours, F. K. MISCH,
Eastern Manager.

OMITTED.

THE AMERICAN STOREKEEPER.
A Monthly Journal for Merchants, Clerks,
Window Dressers, Bookkeepers,
and Buyers,
CHICAGO, January 7, 1890.

Publishers of PRINTERS' INK:

In your issue for January 1 you give a list of special agents resident in New York City. This list is defective. We publish two papers entirely distinct, viz.: *The American Storekeeper* and *The Jeweler*. Mr. S. Henry Holland, at No. 200 Broadway, is special agent for each of these publications, doing no other newspaper work.

HOLLEY PUBLISHING CO.,
By JNO. K. ALLEN.

TOO MUCH PORTER.

LYONS MANUFACTURING CO.,
59 FIFTH AVENUE,
"MERRITT" TYPEWRITER.
NEW YORK, Jan. 8, 1890.

Messrs. Geo. P. Rowell & Co.:

Your kindly intended notice in PRINTERS' INK of Jan. 8 would have been more highly appreciated but for your serious error in printing my name; it should have been W. Porter Ward.

The name of Ward is acknowledged by a large number of American, English and Irish families, and William Pitt seems to have been a favorite attachment to their names; it follows that the William P. Wards are numerous, but I know of no W. Porter Ward either in Hoboken, Detroit, or London.

I remain, very truly yours,
W. PORTER WARD.

ONE of the largest jobs of printing ever undertaken in this country is now being executed by King, Towle & Co., Milwaukee. It consists of 20,000,000 books, called "Secrets," issued by the Pabst Brewing Company of that city. It is the intention of Captain Pabst to leave a book upon the doorstep of every house in all cities of the United States which have a population of 2,500. The ground has been gone over once, and it took 5,160,000 books to do it. The intention is to go over the country that way four times. The cost of the whole job is \$98,000; and King, Towle & Co., are under contract to deliver 45,000 books every twenty-four hours. It will take twenty-seven carloads of paper to make 20,000,000 books.—*Inland Printer.*

SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 25c. a line each issue.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 300,000.

LOG CABIN LIBRARY and Nugget Library combined. \$3.50 per inch. Weekly.

THE REPUBLIC-JOURNAL. Littleton, N. H. Circulation, 5,577 copies. Largest of any local paper in N. H.
GEO. C. FORBER, Publisher.

PUBLISHERS should include **GAME** of **SCRIPTURE TEXT** in their premium list. R-tails for 50c.; sample, 25c. Electro free with order. West End Pub. Co., Binghamton, N. Y.

BUSINESS MANAGER of successful Daily and Weekly in one of the large cities desires to make a change. Good reasons for same. Address "G. H. W.," care **PRINTERS' INK.**

ARKANSAS BAPTIST. Little Rock, circulates throughout the Southwest. Sworn circulation over 7,000. **FIVE CENTS PER LINE**, through agents. Large discount for time and space.

BROCKTON ENTERPRISE. Brockton, Mass. Guaranteed circulation, 5,500 copies per day. Select class of advertisements. Send for specimen copies and rates. Brockton's population, 30,000. Order ads. through agents.

THE UTICA DAILY PRESS is more generally read than any other paper in Central New York, and for this reason is the best advertising medium to reach the prosperous people of the vicinity. For facts and figures, address **UTICA PRESS, Utica, N. Y.**

WEST SHORE is the handsomest illustrated weekly in America, and the only illustrated Journal west of the Rocky Mountains. Circulates everywhere in the West. Sample copies and other information cheerfully furnished. **L. SAMUEL, Publisher.**
Portland, Oregon.

ARKANSAS. Western Arkansas and the five civilized tribes of the Indian Territory, can be reached through the **WEEKLY TIMES-JOURNAL**, published at Fort Smith, Ark. The **TIMES** has recently bought out the daily and weekly **JOURNAL**, making its circulation now: Daily, 1,500; Weekly, 4,000. Eastern advertisers can save time, trouble and money by placing their advertising, intended for the **TIMES**, with **GEO. P. ROWELL & Co.**
G. R. WILLIAMS.

THE LITTLE GIANT, an 8-page, highly illustrated, family story and miscellaneous paper, published 15th of each month at St. Louis, Mo. Makes a specialty of covering the western, northwestern, southwestern and central sections, and offers a rich field for advertisers. Has a large and growing patronage among shrewd, wide-awake advertisers, who know a good thing when they see it. Sample copies and rates furnished. Advertising received through all responsible advertising agencies. **H. M. BROCKWOLD, St. Louis, Mo.**

GEORGIA.—For \$25.63 we will insert a one-inch advertisement, one month, in a small list of Georgia newspapers, consisting of 5 Dailies and 7 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

ILLINOIS.—For \$67.41 we will insert a one-inch advertisement, one month, in a first-rate list of Illinois newspapers, consisting of 19 Dailies and 27 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

INDIANA.—For \$90.31 we will insert a one-inch advertisement, one month, in an excellent list of Indiana newspapers, consisting of 18 Dailies and 37 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

IOWA.—For \$67.62 we will insert a one-inch advertisement, one month, in a very good list of Iowa newspapers, consisting of 13 Dailies and 20 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

KANSAS.—For \$23.43 we will insert a one-inch advertisement, one month, in a fairly good list of Kansas newspapers, consisting of 6 Dailies and 14 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

KENTUCKY.—For \$36.38 we will insert a one-inch advertisement, one month, in an excellent list of Kentucky newspapers, consisting of 6 Dailies and 15 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

NEARLY every business has its "dull season," during which a good advertisement will do faithful work day and night, rain or shine, in familiarizing consumers with the name, location and specialties or advantages of the advertiser, so that when the time to buy comes he reaps the benefit of his seed-sowing.—*Am. Goff's Circular.*

COMMISSIONS are paid to advertising agents, in part for their guarantee of payment for the advertising. This is theory. An advertising agent who is known to have small capital sends an order to a publisher, who accepts it thinking it probable that the advertiser will pay the agent and that the agent will be honest, or think it best to pay him. This is practice. Usually both pay; sometimes the publisher loses. This is result, and commissions are allowed to such agents though it is well understood that the risk is doubled rather than avoided in accepting such orders.—*American Advertiser Reporter.*

THE CASE OF THE CANADIAN AGRICULTURIST.

In the last issue of the American Newspaper Directory the Peterborough (Ont.) *Canadian Agriculturist* is rated D 2 ***, with the added statement that the actual average for the year last past had begun 23,933 copies.

This rating was based upon an itemized statement furnished by the publisher, duly signed and dated. After the Directory had appeared, the correctness of this rating was questioned, and the publishers of the book addressed the *Agriculturist* April 16, 1889, asking permission to send a representative to examine into the facts and ascertain the correctness of the reported circulation.

To this letter a reply was received to the effect that the proprietor was away just then, but would return soon, and that after his return prompt attention would be paid to the request. No further answer ever reached the publishers of the Directory.

On the 7th of December, 1889, the following letter was sent:

Publisher of Canadian Agriculturist, Peterborough, Ont.:

We respectfully ask your attention to the inclosed long slip which was cut from PRINTERS' INK, a journal for advertisers, issue of April 1st, 1889.

On the 16th of April we wrote you as follows:

"You have doubtless seen an article in our publication called PRINTERS' INK concerning the largest newspaper circulation in Canada.

"The circulation rating of your paper, the *Canadian Agriculturist*, becomes a matter of considerable importance to us.

"We have no reason to doubt the absolute accuracy of your report, but we would be glad to receive from you a writing authorizing us to send a representative to your office to make such examination as will satisfy him of the correctness of your claim, so that his report may put all doubt at rest.

"We trust that you will favor us as above, and we await your early reply."

To this letter you never favored us with any answer; but on the 30th of November we received a circular from you, from which we extract the following statements:

"The *Canadian Agriculturist* has the largest circulation of any agricultural newspaper in British America, east of Toronto.

"The *Canadian Agriculturist* is the leading agricultural paper of Canada.

"The *Canadian Agriculturist* has a bona-fide circulation of \$3,000.

"Advertisers have found out that the best is the cheapest.

"The *Canadian Agriculturist* is the best in Canada, and the cheapest when its circulation is considered."

Since writing the letter in April, to which you never replied, statements have been made to us as follows:

"A publisher from London, Ont., asserts that if we would take the trouble to look and see how the circulation of the *Canadian Agriculturist* is gotten up, he thinks we would quote it more accurately.

"A publisher from Toronto, who claims to know, has assured us that the *Canadian Agriculturist* does not issue more than 3,000 regularly.

A Montreal publisher writes: "We do not wish to make any reference as to the circulation of any journals named, with the exception of one, however, and that is the case of the *Canadian Agriculturist*, published in Peterborough, Ont. I happen to know from an employee in the Peterborough post-office that the circulation of that paper is so small that the statement of their average of 23,933 would probably cover their entire edition for the whole year. An Ontario newspaper man who knows something of the paper also gives the same story. There is no doubt that if any one chose to do so they could easily win your offer of \$100. I merely mention this to put you on your guard for future editions," and finally:

"An advertiser from Buffalo assured a member of our firm that he had been in Peterborough for the purpose of investigating the circulation of the *Canadian Agriculturist*, and that he ascertained that the paper issued regularly about 300. He said that it was the 'biggest fraud on earth.'"

As you have recently been informed, we are now engaged in the revision of the American Newspaper Directory for 1890. If, under the circumstances, it appears to you that it would result in setting the question at rest, we would be glad to receive from you the authority asked for in our letter of April 16, viz.: authorization for our representative to visit Peterborough and make such examinations as will enable him to vouch for the absolute or substantial correctness of your assertions concerning the issues of the *Agriculturist*.

GEO. P. ROWELL & CO.

To this letter no reply was received. So on the 14th another letter was dispatched:

Publisher of Canadian Agriculturist:

Shall we be favored with a reply to our letter of December 7. GEO. P. ROWELL & CO.

This letter was registered for the purpose of proving delivery.

Three weeks afterward there came from the *Agriculturist* a reply under date of Jan. 4, 1889, to the following effect:

"We have been favored with yours of late date. There have been changes made in the management of the *Canadian Agriculturist*, hence the reason your favor did not meet with a more prompt reply. Owing to these changes we are and have been busily engaged in getting our working affairs and our staff of agents, who are spread all over, into such a position as will be more satisfactory to ourselves than that in which it was when we took over the management. As early as we have the working matter of the *Agriculturist* placed in a manner up to our views, we shall be most happy to meet your wishes and authorize your sending a representative to our office to make such examinations as you may advise."

STUDY the subject closely; get the ear of your possible customers and see that you keep their interest sustained. Make your announcements attractive in every possible way. Try and have them set up in a style different from any one else and preserve that style as far as possible. No result can be looked for without a corresponding amount of care and trouble in getting the matter together, but in the end it will pay.—H. C. Brown.

SOAP AND SENTIMENT.

The most ingenious advertisers at the present time would appear to be the soap manufacturers. The following is an example:



Fair Moon, to thee I sing,
Light of my household heaven!
Say, why is all thy hair
Vanished at thirty-seven?

Was thy first wife the cause?
For, had she been inventive
She'd known that Packer's good Tar Soap
Is baldness' sure preventive.

BEATING A CIRCUS ADVERTISING AGENT.

The weekly paper on which I learned my trade was situated in a town which no circus going West ever skipped. We used to count on those circus ads. as regularly as we did on the holidays, and for years and years we were without a break. They were cash, of course, outside of the dozen free tickets which the agent left, and the money pulled the publisher through a tight place more than once. Our object was, of course, to get as high a rate as possible, and to get a high rate we had to boom the circulation. It held steady at about 450, and for the first three or four years it was sufficient to tell an agent that we printed "about a thousand copies." After that, however, there was one chap who gave us trouble. He was an agent for old Dan Rice, and he paralyzed us by asking to see the pile of paper we had wet down for the outside pages. While he didn't get to see it, he knocked our regular \$40 ad. down to \$30, and he had no sooner gone than we began to plan to beat him next season.

About the time he was expected we got an extra bundle of paper, fixed it with the landlord of the hotel to notify us, and the idea was to wet down enough to show a full thousand

copies. We were daily expecting a call, when an old tramp printer slouched into the office one morning and asked for a job. We were just getting ready to work off the outside pages, and as he said he was used to a "Washington," he was offered a quarter to pull the edition. I was at the roller, and I soon saw that he knew his business. He could "fly" and "point" his sheet with surprising dexterity, and he brought the lever around with a "chuck" which made things shake. In two hours he reached the bottom sheet and turned to the publisher with:

"Is this all?"

"Yea, that's all."

"I make the pile four hundred and fifty."

"It's about four hundred and eighty."

Here's your quarter, and perhaps I'll let you set up an auction bill this afternoon."

When afternoon came in walked the circus agent, looking as Jim Dandy as you please. We took one look at him and fainted. He was the identical chap who had done the press work of the morning. When we recovered consciousness he was holding out his blistered hands and saying:

"I'll fill out a contract at \$18 and leave six tickets. Sorry for you, gentlemen, but perhaps you can get rid of that extra bundle of paper by discounting liberally on the price. I'm working this little racket all along the line, and it's curious how fast the circulation of the papers gets below five hundred."—*New York Sun*.

COMMENDATIONS.

JOHNSON COUNTY STAR,
WARRENSBURG, MO., Dec. 7, 1889.

* * * PRINTERS' INK * * * is the best trade journal we get, and it is a "gem of the first water." Yours, very truly,
R. M. SPENCER & CO.

PLANET PUBLISHING HOUSE,
CHATHAM, ONT., Dec. 16, 1889.

PRINTERS' INK is a valuable little publication, and one that should be in the hands of every advertiser. S. STEPHENS, Editor.

MOLINE, ILL., Dec. 23, 1889.

Geo. P. Rowell & Co., New York:

We receive many exchanges, but the most welcome visitor to our office is the PRINTERS' INK. Respectfully, FRANK ANDERSON,
Editor and Publisher *Officers' Privateer*.

PETERBOROUGH, ONT., Jan. 6, 1890.

Geo. P. Rowell & Co.:

SIR—A good many people have told you how newswy and interesting is your publication, PRINTERS' INK.

It's all they say it is, and more. They give you deserved credit for the able articles relating to advertising. This is right, for they are worth money to every one who reads.

Your back page is about the best "humorous" collection I strike. It is readable, fresh and bright. Do it some more.

J. H. DOBBIN,
Manager *Peterborough Review*.

Geo. P. Rowell & Co. may have made a few enemies by their candid and outspoken opinions in their different publications, but the friends of truth cannot help but admire the fearlessness as well as the fairness of this firm in their treatment of subjects in which advertisers and newspaper publishers are vitally interested.—*N. Y. Home Journal*.

A CHICAGO CONUNDRUM.

Lord & Thomas, advertising agents, of Chicago, lately issued a circular in which they set forth that

"There are three theories of successful newspaper advertising. FIRST, An advertisement must be so worded and displayed that a casual glance tells the whole story. SECOND, Uniqueness of design in setting will lead the reader to carefully read the entire advertisement. THIRD, An attractive illustration excites the curiosity of the reader, and he reads to satisfy his curiosity."

In connection with these propositions they presented a reduced facsimile of a page of the *Chicago Daily Tribune* containing three advertise-

ments of soap manufacturers, each being different in its construction, and together presenting, so Lord & Thomas assert, the three theories above mentioned. PRINTERS' INK here reproduces the picture of the *Tribune* page. It will be observed that

N. K. Fairbank & Co. call attention to their Santa Claus Soap in the attractive-illustration-excites-the-curiosity style, occupying a space of 56 lines, double column, and costing \$28 for one insertion. It reads as follows:

Birds of a feather flock together, so do pigs and swine; the girls and boys all have their choice, and so will I have mine; which is Fairbank's Santa Claus Soap. Ask your grocer for it. The best in the world for all household and laundry purposes. Made only by M. K. Fairbank & Co., Chicago.

THE CHICAGO TRIBUNE, SATURDAY, NOVEMBER 26, 1933—EIGHTH PAGE

[illegible]

Proctor & Gamble announce their Ivory Soap in the uniqueness-of-design-in-setting style in a space of 60 lines, following reading matter, at a cost of \$15 for one insertion. This is the wording:

There are many white soaps which are represented to be "just as good as the Ivory." They are not, but like all counterfeits they lack the peculiar and remarkable qualities of the genuine. Ask for Ivory Soap and insist upon having it. It is sold everywhere.

Jas. S. Kirk & Co. display their celebrated American Family Soap in the can-be-read-by-a-casual-glance style, occupying a space of 42 lines alongside of reading matter, at a cost of \$12 for one insertion. This advertisement consists of four words:

Kirk's American Family Soap.

The question which Lord & Thomas desired to have answered was: Which is the most effective advertisement of the three, taking style, size and cost into consideration?

The total number of answers received by Lord & Thomas was 332, and the preferences were as follows: 208 thought Kirk received most for his money; 73 favored the ivory soap; 37 preferred Fairbank's investment, and 14 were non-committal.

It may perhaps be taken for granted that the inquiry of the advertising agents was so put as to make it apparent that in their view the Kirk advertisement was best, considering cost.

Probably the eye quickest catches the Kirk advertisement. But it tells no story; what it does do is to familiarize the public with the name of Kirk in connection with a soap: that is all.

The Santa Claus advertisement attracts the eye, too, and the jingle of the rhyme has a tendency to make the announcement dwell in the minds of those who once read it; but the style of letters in which the advertisement is set is such as to prevent the reader from taking in quickly the meaning expressed.

The Ivory soap advertisement is the neatest, the best placed, tells its story most completely: the unique style of display adopted makes it, on the whole, hardly less conspicuous than the black letter selected by Kirk, or the larger space paid for by Fairbank.

Of these three advertisements, at the cost as given, that of Proctor & Gamble is securing the best service for the money it costs.—[Ed. PRINTERS' INK.]

STYLE IN ADVERTISEMENT WRITING.—Let each subject have its own peculiar style, and keep it, if what is becoming be our object.—Horace.

A PUBLISHER'S SUGGESTION.

OFFICE OF
THE CLINTON COUNTY ADVERTISER,
LYONS, CLINTON AND DEWITT, IOWA.
LYONS, IA., Jan. 3, 1890.

Editors PRINTERS' INK:

I take great interest in reading your little paper, and have in several cases profited by the suggestions it contains. The publishers of the *Advertiser*, together with a large number of other papers who are able to prove their circulations, are anxious that there may be some means devised whereby the person who is buying advertising space may have the same opportunity of knowing the circulation he buys that the publisher has in buying a quantity of white paper. In case the person buying advertising space contracts with a paper claiming a circulation of two thousand when it actually has less than one thousand, he has no recourse on the publisher, and I would suggest that advertising contracts contain the following:

"The average circulation of the ——— for the past six months has been ——— copies each issue, and this contract is based on a circulation of at least ——— copies each issue during the term for which it is made. In case the circulation has been misrepresented the advertiser can declare this contract void at any time within three months from its date, and I (the publisher) waive all rights for payment for work performed to date of receiving such notice."

The majority of publishers would be a little careful about making statements which would cause a contract to be voided, and such a method would protect advertisers from dishonest publishers. Publishers having honest publications would have no objection to such a plan. Respectfully, LOUIS E. FAY.

A GREAT BIG HEAD.

THE NOE WEST FARMER AND MILLER,
ESTABLISHED 1882.
Our field Manitoba, Assiniboia, Saskatchewan, Alberta, British Columbia.

Editor of PRINTERS' INK:

In PRINTERS' INK for December 15, I notice you give some examples of publishers, who, in soliciting business, mention that they will receive it through advertising agencies.

Such is the regular practice of this office. All communications soliciting advertising from foreign advertisers have attached to them a small red slip, asking that if advertising is done through an agency the correspondence may be turned over to that agency. A similar course is pursued in issuing special circulars, as you will see by referring to the one to seedsmen also inclosed. Yours, truly,
ACTON BURROWS, President.

THE smallest town in the world to support a newspaper is Orando, in the Big Bend country, Oregon. There are three houses in town and eight inhabitants: four men, three women and a little girl, yet the *News* is published every week. The compositor on the *News* "keeps batch" in the little room occupied by the type, cases and a six-column army press. A kitchen table is used for an "imposing stone," and the cook stove serves to warm the office and fry the bacon for both editor and printer.—Pittsburg Dispatch.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 Cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JANUARY 15, 1890.

EVERY publisher should have a price and stick to it; but the price should be reasonable. If the price is both undeviating and unreasonable the advertiser will give the paper a wide berth.

THAT publisher only will be able to sustain his rates against all assaults who has a self-respecting sense of their fairness.

EARNESTNESS.

The following extract from the best story that was ever written contains a valuable suggestion for everybody, and especially is it golden advice for every advertiser. Be earnest. Have faith in your work. Attend to it. Be honest:

I have been very fortunate in worldly matters; many men have worked much harder, and not succeeded half so well; but I never could have done what I have done without the habits of punctuality, order and diligence; without the determination to concentrate myself on one object at a time, no matter how quickly its successor should come upon its heels, which I then formed. Whatever I have tried to do in life I have tried with all my heart to do well; whatever I have devoted myself to, I have devoted myself to completely. In great aims and in small I have always been thoroughly in earnest. There is no substitute for thoroughgoing, ardent and sincere earnestness. Never to put one hand to anything on which I could throw my whole self; and never to affect depreciation of my work, whatever it was, I find now to have been my golden rules.

DAVID COPPERFIELD.

It is an interesting fact that the largest advertisers in PRINTERS' INK, since its establishment in 1888, have been the special agents. These men more than any others are around among advertisers and know what they think and talk about.

The largest single order for advertising with which PRINTERS' INK has been favored for the year 1890 comes from a house which has long claimed, and is sometimes admitted to control, the largest patronage ever accorded to an advertising agency.

The one newspaper which has had the most remarkable success in pushing its circulation up to half a million copies, and doing it quickly, has not failed to avail itself of the opportunity to address advertisers every week through the columns of PRINTERS' INK.

The publisher, who is in a small town, near the jumping off place, in the State of Maine, has succeeded in securing more than a million subscribers for his various publications, and by their enormous issues causes the average circulation of Maine newspapers to be nearly double that of any other State, has used the pages of PRINTERS' INK pretty regularly since its establishment in 1888; and his contract for 1890 is on file in the office.

The one combination of Religious Newspapers, which is made up of publications of strictly the highest character, appeals for advertising patronage to the readers of PRINTERS' INK, through a full page announcement in every issue.

It would appear that those persons who know a good thing when they see it are availing themselves of the columns of PRINTERS' INK to reach the advertisers of America; and it is fortunate for these that the newspaper men, who do not have the opportunity to become so well posted, are not so quick to avail themselves of the services of this remarkable little journal.

When everybody knows how good and bright and smart and capable it is, it will have too much advertising

patronage; or will have to keep it within limits by charging a pretty steep price. It may be doubted, however, if any price can exceed its value, when its capacity to serve is considered.

THERE is an effort made to demoralize the general advertising agency business by would-be smart firms, who engage some one who has been in some way connected with an agency and represents himself as well versed in the ins and outs of advertising, and able to save his employer money, over and above the salary, in commission secured from the papers. He asserts that he can secure rock bottom rates and so force the publishers down in price, as to save the money to his employer. Such individuals are practically clerks; they only handle a particular firm's advertising, and are in no way entitled to the agent's commission. Honest publishers make this fact very plain to them on the first interview.

MESSRS. R. G. DUN & Co. report the total number of failures in the United States for the year 1889 to have been 10,882, with total liabilities amounting to \$148,784,337. This is an increase in number over the previous year of 203, and in liabilities of \$24,954,364. The percentage of failures among the total number of firms or persons engaged in business was one in every ninety-seven. In Canada it was one in every forty-five.

A SMALL boy in Washington was recently overheard praying God to make him like the Royal Baking Powder. His mother thought that perhaps he was bound to rise, but on being questioned Willie explained that what he wished was to become "absolutely pure."

HIS delicate regular features and the fashion of wearing his hair led a companion at the case, to say to a compositor on the Washington *Star*: "John you look like the pictures of Christ." He had his hair cut that day and when he went home his wife greeted him with the exclamation: "John, you look like the d-1."

THE ADVERTISING AGENTS.

A meeting of the Executive Committee of the Association of General Newspaper Advertising Agents has been called for Friday, January 24th, at the office of the President of the Association. It is understood that matters of importance will be considered. The preparation of such a list of newspapers as was authorized by resolution at the last meeting of the Association is one subject to which the committee will pay special attention. The resolution referred to was as follows:

WHEREAS, while the newspapers issued in the United States and Canada number more than seventeen thousand, those with whom the bulk of the advertising, placed by the General Advertising Agencies, is inserted, do not exceed one-tenth of the whole; and

WHEREAS, it is advisable to inaugurate some systematic effort to advance the interest of those papers which best serve the advertiser and protect the agent; it is hereby

Resolved, That the Secretary be instructed to obtain from the members of this association a list or catalogue of the papers with which they principally deal, and to compile from them a list which shall represent the opinion of the majority of the members of this association as to which actually are the most desirable papers in which to place the patronage of an advertiser who wishes to appeal to the people of a State, or section or a class without using all papers. The selection should include all the best papers, without regard to the question whether they protect the agent in his transactions or not, but the object of the compilation is to further an intention of exhibiting more appreciation than has been possible heretofore toward such first-class publications as make a practice of protecting the agent in the transaction of his business. The lists so prepared to be brought before a meeting of the Executive Committee for consideration and such action as may seem proper.

MR. S. S. VREELAND, of 150 Nassau street, New York, announces that he has terminated his connection with the Springfield (Ohio) *Republic-Times* as their special Eastern advertising representative.

MR. J. WALTER THOMSON, the advertising agent, has secured \$10,000 offices in the New York Times Building for next year. He does not pay so much as \$10,000 rent; but that is what the offices are worth.

MR. W. G. BROOKE, who has been in the employ for a number of years of M. D. Hanover, late New York agent of the St. Louis *Republic*, will have charge of the New York bureau of the paper for the present, and until permanent arrangements are made.

AN ADVERTISING PROBLEM.

HOW CAN EVERY TOWN AND HAMLET IN
THE UNITED STATES BE REACHED
PROMPTLY AND EFFECTIVELY
WITHOUT ENORMOUS
EXPENSE?

How to "cover the country" is as grave a question with advertisers as how to make the butter go over the required extent of bread is with the railroad sandwich man.

Many an advertiser who has succeeded in sending his card all over the country gives thanks when he gets his hat back even if there is no collection in it.

What most men want in this world is to invest a dollar so that it will at least bring back a dollar and ten cents. Some advertisers are shrewd enough to get back the Dutchman's "one per cent.," who bought the pig for one dollar and sold it for two! But our problem is harder still—how to reach every town and hamlet in the United States and do it not only cheaply but with some effect.

Few advertisers start right. Too many think advertising is a system of lucky guesswork or display of mental fireworks. Too few attempt to reduce it to fixed standards and reasonable rules. Population is the basis. Let us measure the country.

The census of 1880 shows that the population in large towns and cities was thirteen millions, divided in 286 towns, as follows:

8,000 to 12,000	12,000 to 20,000	20,000 to 40,000	40,000 to 75,000	75,000 to 125,000	125,000 to 250,000	250,000 to 500,000	500,000 to 1,000,000	Over 1,000,000	Total over 8,000
110	76	55	21	9	7	4	3	1	286

As the total population was 50,155,783 it appears that after drumming or advertising in 286 cities and towns an advertiser has

reached only one quarter of the population. The whole number was distributed over the square miles of land, thus

1,569,570 Sq. miles.	384,890 Sq. miles.	373,890 Sq. miles.	554,300 Sq. miles.	231,410 Sq. miles.	25,150 Sq. miles.
Total area...	2 to 6	6 to 18	18 to 45	45 to 90	90 and over.

Who thinks it will pay to send salesmen where less than ninety people live on one square mile? To secure one customer, who is a representative man, in each community would be a grand first step. First thought suggests the ministers, but they are so divided by sectarian lines that it would take the whole religious press to reach them. Country storekeepers certainly reach more people, and in matters of business have more influence with them. They buy almost every article used by the communities which they supply. The country merchant is the leading man in his little town. He is consulted in everything

from lawmaking to medicine. "Down to the store" is where the information has been gained, or is about to be sought.

It will be easy to reach every general storekeeper east of the Rocky Mountains at this time, as THE NATIONAL GROCER is about to issue 100,000 copies in a single edition, circulation absolutely proved. Rate, 35 cents per line, or 1/4 cent per line for each thousand of issue. Many proofs of the value of such advertising are offered in a pamphlet mailed on application to

ARTEMAS WARD,
439 West St., N. Y.

THE PROOF OF THE PUDDING.

LETTERS TO THE NATIONAL GROCER.

"The three-inch (double column) advertisement, for three issues (cost \$16.20), sold for us ten car loads of salt."—S. Smucker & Co., Philadelphia.

"I received four hundred replies from all parts of the United States in reply to a notice you recently published (1-inch reading notice, one time)."—F. X. Kelly, Philadelphia Agent, Wilson & McCallay Tobacco Co.

"We placed a one-inch advertisement in your paper at a cost of \$9.60 for one month. The actual business which we secured direct amounted to between \$700 and \$800 and secured us a list of new and valuable customers."—Pratt Food Company.

"Actual orders are coming in to the extent of over one hundred per month. During two days last week we received seventeen orders."—Edwin J. Gillies & Co.

"We can, after spending \$10,000 with you, frankly say that our dealings have been very satisfactory."—Enterprise Manufacturing Company of Pennsylvania.

"We have received orders from twelve States, and inquiries from every State, and have supplied the towns of Lorain, Ohio, and Barton, Ga., with the article advertised (Street Lamps). We have advertised these lamps in no other medium."—Ridgway Refrigerator Manufacturing Company.

SWORN STATEMENT OF CIRCULATION OF THE YANKEE BLADE.

BOSTON, MASS., Dec. 27, 1889.—We do hereby solemnly swear that there have been printed and mailed of the YANKEE BLADE during the three months ending, Dec. 31, 1889, a total of one million, six hundred and eighty thousand (1,680,000) copies, divided with respect to dates as follows:

Oct. 5, 50,000. (Regular Issue.)	Nov. 2, 55,000. (Regular Issue.)	Nov. 30, 70,000. (Regular Issue.)
Oct. 12, 350,000. (Special Issue.)	Nov. 9, 350,000. (Special Issue.)	Dec. 7, 350,000. (Special Issue.)
Oct. 19, 50,000. (Regular Issue.)	Nov. 16, 65,000. (Regular Issue.)	Dec. 14, 75,000. (Regular Issue.)
Oct. 26, 50,000. (Regular Issue.)	Nov. 23, 65,000. (Regular Issue.)	Dec. 21, 75,000. (Regular Issue.)
		Dec. 28, 75,000. (Regular Issue.)

TOTAL, 1,680,000 COPIES.

(Signed,) POTTER & POTTER, Pubs., per I. J. POTTER.

SUFFOLK, CO., BOSTON, MASS., Dec. 27, 1889.—Personally appeared before me said Isaac J. Potter, of the above firm of Potter & Potter, Publishers of the YANKEE BLADE, who made oath that the above statement is true.
JAMES H. HUMPHREYS, Justice of the Peace.



575,000 COPIES GUARANTEED FOR February, AT \$2.50 AN ACATE LINE.

THE YANKEE BLADE (Regular Issue), Feb. 1, will have 75,000 copies guaranteed.
" " " (Special Issue), Feb. 8, will have 350,000 " "
" " " (Regular Issue), Feb. 15, will have 75,000 " "
" " " (Regular Issue), Feb. 22, will have 75,000 " "

TOTAL, 575,000 Copies guaranteed.

Advertisers are kindly asked to remember that we both guarantee and PROVE our circulation before rendering a bill. Orders for advertising in any given issue to insure insertion must be in two weeks previous to date of issue.

POTTER & POTTER, Publishers.



Big Boy Blue, come blow your horn,
Or you'll sink out of sight as sure's
you're born!

Where is Big Boy Blue that looks
out for the trade?

Why, he's putting his "ad." in the
Yankee Blade.

And he's up and dressed in the early
morn,

With an "ad." in the Blade he blows
his horn.

ASTONISHED AT HIS RETURNS.

OFFICE OF RICHARD T. WALLACE, Watchmaker and Jeweler,

213 W. Madison St., Chicago, Ill., Dec. 27, 1889.

POTTER & POTTER, PUBS., THE YANKEE BLADE.—DEAR SIRS: In reply to your favor of the 24th inst.: As your paper has paid me so well,—in fact, I am truly astonished at the number of replies with full amount of cash I receive every day from my "ad." in your paper,—I will gladly have you run my "ad." in your January issues, and if they only pay me one-half so well I will be perfectly satisfied.
Very respectfully yours, R. T. WALLACE.

THE HOUSEWIFE

IS THE BEST ILLUSTRATED MONTHLY IN THE WORLD
FOR 50 CENTS A YEAR.

FEBRUARY HOUSEWIFE will contain:—

- | | |
|---|---------------------------------------|
| THE OLD HOUSE & THE HOLLOW..... | Mary Lowe Dickinson. |
| THE GENIUS, A STORY OF FATE..... | Kate Upson Clark. |
| SKELETONS IN CLOSETS..... | Susan Hale. |
| NELLIE'S UPPER DRAWER..... | Harriet A. Cheever. |
| OLD MAMMY'S VALENTINE (A Pathetic Poem)..... | Mrs. M. F. Butts. |
| A VALENTINE (A Charming Bit of Verse)..... | Nellie K. Kellogg. |
| THE BEDROOM..... | Emma Moffett Tyng. |
| COMFORTABLE WINTER STYLES, GOOD FOR WEAR,
GOOD FOR WARMTH,—REVOLUTION IN FRENCH
DRESS-MAKING,—NOVELTIES IN APRONS, THEIR
USE.—PRETTY COMBINATION FOR INCOMING
SPRING..... | Jenny June. |
| THE WOMAN'S CHAT-BOX..... | Agnes C. Stoddard. |
| THE NEEDLE-WORKER..... | Emma Chalmers Monroe. |
| COOKERS..... | George H. Knapp. |
| COOKERY FOR THE SICK-ROOM..... | By a Talented English Writer,—Monica. |
| FRYING..... | Oliver Chesney. |
| HOW TO USE A HAM..... | Maria Parlon. |
| EDITORIAL NOTES AND MISCELLANY..... | Lizzie W. Sanderson. |

OTHER PROMINENT CONTRIBUTORS ARE:

- | | |
|---|----------------------------|
| Elizabeth Stuart Phelps. | Marion Harland. |
| Rose Terry Cooke. | Juliet Corson. |
| Harriet Prescott Spofford. | Mary Kyle Dallas. |
| Mary F. W. Sullivan. | Christine Terhune Herrick. |
| Charles Richardson Dodge. | Mary C. Hungerford. |
| Lucretia P. Hale. | Mrs. John Sherwood. |
| Cora Stuart Wheeler. | Mrs. M. P. Handy. |
| Abbie M. Gannett. | Eliza R. Parker. |
| Mary A. Denison. | Eleanor W. F. Bates. |
| And Scores of Other Well-known and Popular Writers. | |

THE HOUSEWIFE

Including GOOD CHEER, Vol. IX.

THE HOUSEWIFE. Vol. V.

PRESENT SUBSCRIPTION LIST . . . ABOVE . . . 100,000.

CIRCULATION ABSOLUTELY GUARANTEED.

Affidavit, or N. Y. Post Office Receipt, furnished whenever desired.

All advertisements must reach Business Office, 111 Nassau St., N. Y. City, by 10th of the month next preceding date of issue.

ADVERTISING RATES.

Ordinary displayed advertisements..... **80 cents** per agate line

DISCOUNTS.

3 months, or 100 lines.....				5 per cent.
6 " " " \$30 "	"	"	"	10 " "
12 " " " 600 "	"	"	"	20 " "

Reading notices not desired; but, if insisted upon, will be accepted at \$1.50 per agate line for entire space occupied, subject to above time and space discounts.

Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., NEW YORK, N. Y.

Advertisements accepted through any responsible advertising agency.



**NEWSPAPERS
OF
KNOWN
CIRCULATION**



**THE PAST YEAR'S RECORD.
OVER 150,000 COPIES A WEEK !**

ELMIRA, N. Y., Dec. 31, 1889.

State of New York, Chemung County, ss.:

I hereby certify that the following is a correct transcript from our records, showing the average bona fide circulation of the Elmira Telegram for the twelve months of the year 1889:

January.....	130,925	July.....	153,942
February.....	147,648	August.....	148,834
March.....	165,534	September.....	141,995
April.....	164,520	October.....	141,713
May.....	150,783	November.....	150,671
June.....	154,461	December.....	175,719

Average circulation per week, **152,229 Copies.**

H. S. BROOKS, Manager.

Sworn and subscribed to before me, this 2d day of January, 1890.
RICHARD H. THURSTON, Notary Public.

THE THREE TELEGRAMS.

CIRCULATION:

ELMIRA TELEGRAM.....	152,000
ALBANY TELEGRAM.....	40,000
HARRISBURGH TELEGRAM.....	40,000
	232,000

A. FRANK RICHARDSON,
SPECIAL AGENT,
13, 14 & 15 Tribune Building, N. Y.

ESTABLISHED 1856.

E. N. ERICKSON'S
Newspaper Advertising Agency,
TEMPLE COURT,
NEW YORK.

Undertakes all business that may be promoted through the Press.

Advertisements received and inserted in all newspapers and other periodicals.

PRINTERS' INK.

THE NEW BLACK!**THE NEW BLACK!****THE NEW BLACK!****Wilson's Raven Black**

This is a NEW black for bookwork and fine Commercial Printing.

DOES NOT SKIN.

(Printers appreciate what a saving this means.)

Can be exposed a week or more without injury.

Does not harden on rollers.

Does not dry on the disk.

Free flowing in fountain.

Can be used on all classes of paper: dries quickly when worked.

**DOES NOT OFFSET!!
IS BRILLIANT!!**

There is no waste. Every speck of it can be used.

SAMPLE PACKAGE, 1 lb., ONE DOLLAR.

Delivered Free at any point in the United States.

Address (enclosing price):

W. D. WILSON PRINTING INK CO.

(Limited),

140 William St., New York.

W. D. WILSON PRINTING INK CO.

(LIMITED)

140 WILLIAM STREET, NEW YORK.

Factory: LONG ISLAND CITY.

MANUFACTURERS OF

**BLACK and COLORED
PRINTING INKS****WE OFFER THE CHOICEST GOODS AT
PRICES WHICH DEFY COMPETITION.***Wilson's Inks are the Best in the Market.***GIVE THEM A TRIAL.****Wood Cut, Job, Book, News and Extra News Inks.
VARNISHES, BRONZES, Etc.****SPECIMEN BOOKS and PRICE LIST SENT ON APPLICATION.****"Printers' Ink" is Printed with Wilson's 30c. Book Ink.**

Remarkable
Tribute to

THE SPORTING LIFE.

Something to
be proud of.

**Its Wonderful Qualities as an Advertising Medium
Highly Endorsed—Testimonials that Speak for
Themselves and Mean Volumes—Letters
Worthy of Perusal and Consider-
ation by Every Advertiser.**

WALDO M. CLAFLIN,
831 Chestnut St., Philadelphia, Pa.

GENTLEMEN—I advertised in your paper simply to get rid of your Mr. Dayton's daily visits to my office. When I paid the bill month after month I felt that I was throwing away the money. Later on orders began to come from very far away points—letters commencing: "Having read your ad. in THE SPORTING LIFE," etc. Then my feelings changed. Suffice it to say, the present finds me in the humiliating position of confessing that your paper is invaluable to my interests.

Very truly, WALDO M. CLAFLIN.
To SPORTING LIFE Publishing Co., Phila.

ANDREW GRAFF,
281 Court Street.

BROOKLYN, N. Y., Oct. 22, 1899.—Publishers SPORTING LIFE. Dear Sirs—In answer to your request, I repeat what I told you personally at my office—that I have found THE SPORTING LIFE the best medium for advertising of all lines of sporting goods, it having brought me more business than any other sporting journal in the country, and I would advise all dealers to try the experiment.

Yours respectfully, ANDREW GRAFF.

H. H. KIFFE,
315 Fulton Street.

BROOKLYN, N. Y., Oct. 21, 1899.—THE SPORTING LIFE Publishing Co. Gentlemen—In reply to your favor would say that the reason I advertise in your paper is that I think it the best and cheapest medium for advertising.

Yours, &c., H. H. KIFFE.

F. W. SAMUELS,
9 South Meridian Street.

INDIANAPOLIS, Ind., Oct. 26, 1899.—Editor SPORTING LIFE—I am agreeably surprised at the large circulation of THE SPORTING LIFE. It seems, by the returns received, that my advertisement has been read in every city, town, village and cross road. Truly, THE SPORTING LIFE is a great advertising medium.

Yours truly,

"Cranks; or, The Umpire's Revenge."

F. W. SAMUELS.

A. J. REACH & CO.,
1022 Market Street.

PHILADELPHIA, Nov. 8, 1899.—SPORTING LIFE Publishing Co. Gentlemen—It is with pleasure that I can bear testimony as to the value of using the columns of THE SPORTING LIFE for advertising. We commenced with your first number, and hope to continue, as we find it without question one of our most valuable mediums. Very truly yours,

A. J. REACH.

J. D. SHIBE & CO.,

223 North Eighth Street.

PHILADELPHIA, Oct. 24, 1899.—SPORTING LIFE Publishing Co. Gentlemen—We take pleasure in saying that we have found THE SPORTING LIFE a valuable advertising medium. Have received orders from all parts of the country, and shall certainly renew our contract.

Yours, etc., J. D. SHIBE & CO.

JOHN CREAHAN,
Continental Hotel.

PHILADELPHIA, Oct. 17, 1899.—During the past six or seven years I have advertised regularly in THE SPORTING LIFE. The result has been more than satisfactory. I regard THE SPORTING LIFE as one of the best advertising mediums in the country.

Yours, etc., JOHN CREAHAN.

A. G. SPALDING & BROS.,
Chicago, New York, Phila., London.

New York, Oct. 31, 1899.—THE SPORTING LIFE Publishing Co., Philadelphia, Pa. Gentlemen—In response to your letter of this date, inquiring as to whether we wish to renew our advertising contract with you, would say that we do—most emphatically. We have spent considerable money in your medium during the past year, as you well know, and yet we do not think we have invested any money in advertising during the past year that has repaid us any better. We have always considered your paper one of the best mediums in the country, and our experience for the past year has only strengthened that belief. Yours truly, A. G. SPALDING & BROS.

By G. W. CURTIS, Manager.

KEEFE & BECANNON,
157 Broadway.

NEW YORK, Oct. 25, 1899.—SPORTING LIFE Publishing Co. Gentlemen—Allow us to attest our appreciation of your paper as an advertising medium. We are perfectly satisfied with the results of our ad, and consider that we have been amply repaid for our outlay.

Yours, truly, KEEFE & BECANNON.

H. J. BERGMAN,
1002 Arch Street.

PHILADELPHIA, Nov. 5, 1899.—THE SPORTING LIFE. Gentlemen—I am well pleased with the result of my advertisement in THE SPORTING LIFE. I am receiving applications and orders from all parts of the country, even from distant parts where I do not care to sell my goods. It is the only paper I have advertised in where I can ascribe certain orders direct to an advertisement. My card appeared in the first number, has ever since, and I expect to continue. Yours truly, H. J. BERGMAN.

Both our reading and advertising columns are as clean as any religious newspaper published. Advertisements of doubtful character not inserted at any price. Our rates are fixed and final. No deviation. Guaranteed circulation of over 40,000 copies each issue.

OUR ONLY AND LOWEST ADVERTISING RATES:

One	Insertion,	20c.	per Nonpareil line, each insertion.
26 Consecutive	"	17	1-2c.
52	"	15c.	" " " "

THE SPORTING LIFE PUBLISHING CO.,
34 SOUTH THIRD ST., PHILADELPHIA, PA.

— WE TRY —
To Conduct the Business
 OF OUR
Newspaper
Advertising Bureau

in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention. GEO. P. ROWELL & Co., 10 Spruce St., N. Y.

American
 Newspaper
 Directory

FOR

1889

TWENTY-FIRST ANNUAL VOLUME.

Fifteen Hundred and Thirty-Six Pages.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & Co., Publishers,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co.'s Advertising Bureau, to the amount of Fifty Dollars.

WE HAVE JUST ISSUED

A NEW EDITION OF OUR BOOK
 CALLED

Newspaper
 Advertising.

It has 232 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 30,000 population, omitting all but the best.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

STATE COMBINATIONS OF DAILY and Weekly Newspapers, in which advertisements are inserted at half price.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING: (For Experimentors.)

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

CLASS JOURNALS, an extensive catalogue of the very best.

6,652 VILLAGE NEWSPAPERS, in which advertisements are inserted for \$46.83 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents**.

Address GEO. P. ROWELL & Co., New York.



SEND THE CASH
And Say What You
. . . . Want to Accomplish.

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.



THE EVENING WISCONSIN BUILDING.

Advertising Rates—The Evening Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$1.40	\$14.00	\$120.00
2	2.80	28.00	240.00
3	4.20	42.00	360.00
4	5.60	56.00	480.00

Advertising Rates—The Weekly Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$2.10	\$7.84	\$70.00
2	4.20	15.68	140.00
3	6.30	23.52	210.00
4	8.40	31.36	280.00

Every other day, 30 per cent. more than one-half the above rates.

Next to reading matter, 12½ per cent. extra.

Top of column, 12½ per cent. extra.

Top of column and next to reading, 25 per cent. extra.

Reading notices: Daily, 30 cents per line; Weekly, 50 cents per line.

Wants, For Sale and other classified ads., 5 cents per line.

Largest circulation in the State, both Daily and Weekly, 15,000 and 25,000.

Population of Milwaukee, 225,000.

Cramer, Aikens & Cramer,
MILWAUKEE, WIS.

The Salt Lake Tribune.

DAILY AND WEEKLY.

P. H. LANNAN, Manager.

THE TRIBUNE is the representative **Daily** and **Weekly** paper of the Rocky Mountain region.

THE TRIBUNE has the largest circulation.

THE TRIBUNE has the largest number of readers.

THE TRIBUNE is the best known among all the papers published between Omaha and San Francisco.

THE TRIBUNE has exerted a wide and powerful influence in developing this Inter-Mountain Country, and is regarded on every hand as being among the best and brightest of dailies published in America.

THE TRIBUNE is the champion of **Free Speech**, **Free Press**, and a **Free People** in Utah.

The
Great
Inter-
Mountain
Daily.

TO ADVERTISERS.

THE TRIBUNE (Daily and Weekly) offers the best medium to get their business before the inhabitants of **Utah, Idaho, Eastern Nevada, Western Wyoming, Montana,** and adjacent country, of any paper published in the Rocky Mountains.

2,052,625

Copies **DAILY TRIBUNE** for 12 months ending Nov. 30, 1889.

Average Daily Circulation:

6,560.

Average Weekly Circulation:

3,600.

The Salt Lake Tribune

Will, on or about February 10, change form from a four and six page—size 28x42½—to

An 8 (Daily) and 16 (Sunday)

eight-column (13 cms wide) 24x18


PAGE PAPER,

with an entire new dress, and printed on

Perfected Press. It will be

Bright, Newsy and More Complete,

in every detail, and will continue to labor for the development of Utah and this great section of country.

 Specimen Copies will be sent on application.

Look in your Mail for a sample copy of The
Evansville Courier. If you don't receive it soon
write for it. Examine it carefully.

Evansville, Ind., Population 60,000—Ten Railroads
and the Ohio River.

THE

Evansville Courier

(Daily, Weekly and Sunday,)

Reaches the people of the city and surrounding towns and villages, and is

The Best Medium for Advertisers.

Evansville is improving very rapidly, as the following list of new enterprises and buildings, started last year, will show :

Court House, at cost of	\$500,000 00
Marine Hospital, at a cost of	100,000 00
Y. M. C. A. Building, at a cost of	50,000 00
Business Men's Association Building, at a cost of	300,000 00
L. & N. R. R. Shops, 10 in number, at a cost of	250,000 00
Cotton Mills, at a cost of	250,000 00
Dummy Line R. R. Co., at a cost of	150,000 00
Ohio Valley Terminal R. R. Co., at a cost of	150,000 00
Evansville & Richmond R. R. Co., at a cost of	1,000,000 00
Evansville Cold Storage and Ice Co., at a cost of	100,000 00
Mackey Block, at a cost of	100,000 00
Three large School Buildings, at a cost of	35,000 00
Heilman Plow Works, at a cost of	25,000 00
Chas. Schulte's Edge Tool Works, at a cost of	30,000 00
Clemence Reitz large Saw Mill, at a cost of	25,000 00
Mackey, Nisbet & Co., at a cost of	100,000 00
Egg Carrier Co., at a cost of	20,000 00
Tennessee Range Co., at a cost of	100,000 00

The location of these enterprises has secured an increase of more than 2,000 mechanics, the majority being skilled laborers, which will materially assist to build up our city.

If you desire to reach the people of Southern Indiana, Kentucky and Illinois correspond with

THE COURIER CO.,

Publishers Daily, Weekly and Sunday Courier,

EVANSVILLE, INDIANA.

THE IRON AGE

A Review of the Hardware, Iron and Metal Trades, Published Weekly, Semi-Monthly and Monthly.

Established 1885 under the name of *The Hardware Man's Newspaper*, changed in 1890 to *The Iron Age*, it is the oldest publication in the world devoted to the Metal Trades and Industries. Its circulation is more than double that of any other journal of its class in the world.

In the field which *The Iron Age* occupied thirty-five years ago, it has been steadily growing in favor from year to year, and is to-day practically without competition. The same energy, liberality and skill that have placed it in the front rank of trade journalism will be employed more freely than ever to maintain and advance the position it has gained.

Weekly, United States and British America,	\$4.50 a year;	Other Countries,	\$5.00
Semi-Monthly, " " " "	2.30 " " "	" " "	2.50
Monthly, " " " "	1.15 " " "	" " "	1.25

THE METAL WORKER

A Weekly Journal of the Stove, Tin, Roofing, Cornice, Plumbing and House-Heating Trades.

The Contents of its Reading and Advertising Columns are varied and interesting, and will be found of value not only to the Worker in Sheet Metal, but also to the Dealer and Manufacturer. All kinds of Sheet Metal Work, together with New Machinery and Tools used by the Tinner, Roofer, Cornice Worker, Plumber, Steam and Gas Fitter, and kindred trades, illustrated and described.

United States and British America, \$2 a Year; Other Countries, \$3.

CARPENTRY and BUILDING

An Illustrated Monthly Magazine, Devoted to all Branches of the Wood-Working and Building Trades.

The Subjects discussed include Carpentry and Joinery, Framing and Construction, Masonry and Plastering, Roofs and Cornices, Heating and Ventilation, Plumbing, Cabinet Work, Painting and Decoration, Architectural Design and Drafting.

United States and British America, \$1 a Year; Other Countries, \$1.25.

NEWSDEALERS OR BOOKSELLERS in any part of the world may obtain the above publications through The American News Company, New York, U. S. A.; The International News Company, New York, U. S. A., and London, England; or The San Francisco News Company, San Francisco, Cal., U. S. A.

Remittances should be made by draft, payable to the order of DAVID WILLIAMS on any banking house in the United States or Europe, or by Post-Office Money Order on New York. When these cannot be obtained, postage-stamps of any country will be received.

DAVID WILLIAMS, Publisher.

OFFICES:

NEW YORK—JOHN S. KING, General Manager, 66 and 68 Duane Street.
 CHICAGO—J. K. HANES, Manager, 59 Dearborn Street.
 PHILADELPHIA—THOMAS HOBSON, Manager, 220 South Fourth Street.
 PITTSBURGH—ROBERT A. WALKER, Manager, Room 511, Hamilton B'ld'g.
 CINCINNATI—HENRY SMITH, Manager, S. E. cor. Fourth and Main Streets
 ST. LOUIS—H. H. ROBERTS, Manager, 214 North Sixth Street.
 BOSTON—WALTER C. ENGLISH, Manager, 149 Congress Street.
 CHATTANOOGA—S. B. LOWE, Manager, 9th and Carter Streets.

CONSIDER THIS.

FROM

**The Religious Press Association,
PHILADELPHIA, PA.**

WE CLAIM there is no better field for the general advertiser than among the readers of religious papers.

We claim that people who waste time and money do not subscribe for religious papers. Their readers work, earn money, have homes, spend money for their families, and are the people whom advertisers want to reach.

We claim to put advertisers in the way of reaching them cheaply, easily and well.

We claim that no general advertiser can be well served in our field unless these papers are on his list.

We claim for the papers high character and position in their denominations, and guarantee their circulation.

We claim to give every advertiser full knowledge of what he buys in our papers.

We claim to charge a fixed price, don't deviate from it, it is low for papers of such high grade.

We claim that Agents who turn business from our papers to other less valuable papers because they pay higher commissions, are not just to advertisers.

If you recognize these as correct business principles, we shall be pleased to have you put our papers on your lists, and include them in orders whenever your interests will permit.

THESE ARE THE PAPERS—Leading Religious Weekly Home Journals
which every week visit

Over 240,000 Homes

The Sunday School Times.

PHILADELPHIA.

The Presbyterian.
The Lutheran Observer.
The National Baptist.
The Christian Standard.
The Presbyterian Journal.
The Reformed Church Messenger.
The Episcopal Recorder.
The Christian Instructor.
The Christian Statesman.
The Christian Recorder.
The Lutheran.

BALTIMORE.

The Baltimore Baptist.
The Episcopal Methodist.
The Presbyterian Observer.

For General Circulation

Use The Sunday School Times and the two Lists.

For Local Circulation

Centered about Philadelphia and Baltimore Use the two Lists.

Taken all together they give more and better service, without duplication, and at less cost than can be had in any other selection of religious papers.

For full particulars about advertising in these papers address any responsible advertising agency, or write direct to

THE RELIGIOUS PRESS ASSOCIATION,

1001 Chestnut Street,

(Mutual Life Building),

PHILADELPHIA, PA.



COUNTRY Editor—It's no use—I'm desperate! There's no support in this one-horse town for a live paper, any how!

Angry Subscriber (to editor)—I am mad all the way through, an' I want my paper stopped!

Editor—Yes, sir; do you want your bill made out?

Angry Subscriber—No; I ain't mad enough for that.—*New York Sun.*

Stationer—Yes, sir, we have every kind of pen. What kind will you take?

Chicago Litterateur—You may give me a box of facile pens. I understand the best writers use that variety.—*Chicago Tribune.*

The *Herald* staff got out of New York just in time. That city's hotel men have formed a trust and put imported champagne up from \$3.50 to \$4 per quart bottle. We never kicked at \$3.50, but when Giant Monopoly, with his hydra-headed claws, jerks the poor journalists' modest daily beverage up 50 cents a bottle, we simply quit such a camp and falteringly whisper that Mesa City's vintage is good enough for us. There will be no change in the *Herald's* subscription rates.—*Phoenix (Arizona) Herald.*

Village Parson (entering country editor's office)—You promised to publish that sermon I sent you on Monday, but I do not find it in the latest issue of your paper.

Editor—I sent it up. It surely went in. What was the name of it?

Parson—"Feed My Lamb."

Editor (after searching through the paper)—Ah—yes—um—here it is. You see, we've got a new foreman, and he put it under the head of "Agricultural Notes," as "Hints on the Care of Sheep."—*Times-Democrat.*

"Are you fond of fiction?" asked Alpha.

"Oh, yes," answered Omega. "The first thing I read when I get the daily paper is the weather prediction."—*Washington Critic.*

"What a marvelous thing is space!" said the Lady Novice. "Do you ever feel overwhelmed by its immensity?"

"Rather," said Top. "I have a dozen columns to fill every week, and the immensity of space simply paralyzes me."—*Plunder.*



COUNTRY Editor (twenty minutes later, writing)—Business is booming. Our public-spirited fellow-townsmen, Mr. Elihu Backlots, has just left a gallon jug of prime hard cider, in payment for six months' subscription. Thanks, Elihu.—*Puck.*

Editor—Mr. Funniman, this is a very amusing thing, but we can't print it. The public won't appreciate it.

Funniman—All right. Let me change the hero's name from McFolleigh to McGinty.

Editor (reading it over again)—Ah! that's something like it. It's got the true ring now. I knew there was something the matter with it.—*Boston Transcript.*

Editor—Well, what did you strike to-day?

Reporter—Nothing much, sir. I chased several big things, but they all turned out to be Sancho Panza fighting windmills.

Editor—Well, write that up. We haven't had a good fight reported for a week.—*Pittsburg Chronicle-Telegraph.*

No Rebate.—We desire to state in the most explicit manner that no rebate will be allowed to any of our subscribers who may be obliged to leave town for the benefit of the community, or who may be hung and buried for the same reason. In several late instances friends of such subscribers have called on us and asked us to cash up for the unexpired term, but we have invariably refused. Subscriptions to the *Kicker* run for one year. We contract to deliver the paper for that time. If the subscriber is arrested, driven off or hung it is no fault of ours. Please bear this in mind and save yourselves trouble.—*Arizona Kicker.*

A Nebraska editor's barn was burned the other day, and he crowded out the latest news from Stanley in order to insert a two column account of "the lurid work of the fire fiend," as he expressed it. And he ended thus: "As the last dying flame flickered heavenward we realized that the loss was \$6;—no insurance. Thus to great and small alike come the deeper tragedies of life that furrow the cheek and scar the heart. We hope the coyotes who are in arrears will now have the decency to pay up. Verb sap."—*New York Tribune.*

A medical advertisement reads: "Why suffer from malaria?" Because we can't afford to suffer from gout.—*Oil City Derrick.*